PRODUCTION SYSTEMS DOSSIER • KAROL JASZTAL · HEAD OF OPERATIONS & SYSTEMS LEADER

15 Creative Contractors, 70–100 Assets a Week, Zero Leaks: How I Built the Marketing QA Machine for Fast-Moving Telehealth

Pumping out 70–100 creative assets every week across 40 landing pages left our marketing operations drowning in Drive chaos and compliance risk. I deployed four custom Claude skills, automated the Asana-to-Linear handoff, and personally ran a 100% human QA check—saving 15 hours of weekly grunt work with zero FDA flags.

CREATIVE INTAKE	COMPLIANCE RECORD	HUMAN QA GATE	LINEAR CUTOVER	WEEKLY TIME SAVED
70–100 Assets/wk	**0 Violations**	**100% Sign-Off**	**500 Tasks**	**15 hrs/wk**
15 Contractors	100% FDA Parity	Zero Leaks	0 Dropped Deadlines	+780h / Year
Video • UGC • Pages	Zero Ad Suspensions	Human Audit on Every Asset	Asana → Linear Migration	Admin Busywork Cut

01 // CADENCE: HIGH-VELOCITY CREATIVE OPERATIONS

The In-Media-Res Crisis: 70–100 Assets a Week vs. Healthcare Compliance

In direct-to-consumer telehealth, creative fatigue hits fast. To sustain patient acquisition, marketing must test dozens of fresh hooks every week. But when advertising compounded Glucagon-Like Peptide-1 (GLP-1) medications, a single unapproved weight-loss promise or missing risk disclosure risks severe FDA warning letters and immediate ad account shutdowns.

The Operational Breaking Point

At a high-growth telehealth startup, a 15-person distributed contractor team pumped out **70 to 100 creative assets every week** across video ads, UGC reels, static banners, and responsive

landing pages. The creative velocity was high, but the backend operational infrastructure was cracking:

- **Google Drive Labyrinth:** Hundreds of unmapped folders; team members wasted up to 30 minutes per task hunting for assets.
- **Pricing Drift & Confusion:** No single source of truth for subscription tiers, leading to conflicting prices on live ad copy.
- **Legal Review Bottleneck:** Routine copy sat in legal queues for days, stalling high-performing direct-response campaigns.
- **Disconnected Toolchain:** Asana, Figma, and Google Drive operated in silos, leading to lost briefs and fragmented feedback.

Non-Negotiable Operational Constraints

CONSTRAINT 01

100% Human Sign-Off

Zero autonomous ad publishing. Every video script, spoken dialogue, on-screen caption, and disclaimer required my personal sign-off.

CONSTRAINT 02

Zero Dropped Deliverables

Seamless migration of 500 active tasks from Linear to Asana with zero missed deadlines and zero downtime across active sprints.

CONSTRAINT 03

Single Pricing Truth

Zero memory-based pricing. All promotional copy, banners, and checkout pages were required to query one master data contract.

CONSTRAINT 04

6-Viewport Verification

Mandatory responsive testing across 6 viewports on 40 actively managed landing pages daily to guarantee legal disclaimers never clipped on mobile.

Time-Motion Study: Legacy Drag vs. Engineered Infrastructure

Audited time measurements per task comparing the legacy manual bottleneck against Karol's single-source automated operating system:

OPERATIONAL PHASE	LEGACY BOTTLENECK (BASELINE)	ENGINEERED INFRASTRUCTURE (KAROL)	AUDITED DELTA
01. Brief Setup & Folder Provisioning	30 mins / task (manual folder creation, copying brief templates)	2 mins / task (pm-asana auto-provisions Drive folders & docs)	-93.3%
02. Pricing Lookup & Copy Verification	15 mins / asset (Slack pings to finance, checking old landers)	<10 secs (pricing skill queries Master Google Sheet)	-98.9%
03. Creative Asset Hunting & Context	20 mins / review (searching unmapped Drive, guessing Figma frames)	Instant (google-drive-filer-creatives + Bidirectional cross-links)	-100.0%
04. First-Pass Regulatory Pre-Screening	4–6 hrs / batch (routine copy queues waiting on legal counsel)	10 mins / batch (Overhauled Claude regulatory skill pre-screen)	-95.8%
05. Pre-Deployment QA & Sign-Off	45 mins / page (inconsistent ad-hoc desktop checks, mobile defects)	12 mins / page (6-viewport responsive matrix + single-source components)	-73.3%
Total Weekly Administrative Drag	**~20.5 Hours / Week**	**~5.5 Hours / Week**	**-15.0 hrs/wk**

02 // DATA CONTRACTS: SINGLE SOURCE OF TRUTH

Eradicating Pricing Drift & Centralizing 40 Landing Pages

In healthcare e-commerce, pricing discrepancies are legal liabilities. I established a master pricing Google Sheet as the company-wide contract, built a custom Claude skill to query it, and directed developers to refactor hardcoded landing pages into single-source components.

The Single-Source Pricing Architecture

SINGLE SOURCE OF TRUTH

Instead of allowing copywriters to copy-paste prices from old briefs or developers to hardcode dollar amounts into web templates, the entire organization queried one centralized data contract:

COPYWRITERS

Ad Copy Pricing Queries

Query the custom `pricing` Claude skill for instant, 100% accurate ad copy numbers without checking spreadsheets.

WEB DEVELOPERS

Centralized Components

Dynamic web pricing blocks across 40 landing pages update simultaneously from a single centralized component.

STATIC DESIGNERS

Auto-Populated Briefs

Brief doc templates automatically embed exact dosage and pricing grids so creative banners match checkout tiers.

WEB ENGINEERING & RISK MITIGATION

Collapsing 40 Manual Edits & Governing 40 Active Pages (from 100 Live Sprawl)

Over time, the marketing ecosystem had accumulated over 100 live landing pages with hardcoded pricing, claims, and disclaimers. Whenever prices, patient counters, or claims shifted, updating them required dozens of individual code edits—and inevitable errors.

- **Single-Source Dynamic Components:** Collaborated with engineering to centralize not just pricing grids and FAQ accordions, but every recurring data point and social proof asset across the 40 active pages: patient milestone tallies (e.g. "*Over 25,000 patients served*"), verified review counts and star ratings, clinician credentials, and legal disclaimers. Updating one central component instantly synchronized across all 40 landing pages with zero risk of discrepancies or manual drift.
- **Landing Page Portfolio Audit & Decommissioning:** Built a master tracking sheet auditing visitor and conversion volume across all 100 live landing pages. Discovered that 60 pages were stale, abandoned historical variants generating zero sales while exposing the company to regulatory risk. Sunsetting these legacy variants allowed operations to focus 100% of daily governance on the ~40 core active high-performing funnels.

OPERATIONAL KNOWLEDGE ARCHITECTURE

The Living SOP Library & Conversion-Grade Landing Page Frameworks

To eliminate scattered rules and tribal knowledge trapped in people's heads, I established a centralized operational knowledge base that continuously codified production standards for the distributed team:

- **Living SOP Library Across Disciplines:** Authored and actively maintained comprehensive Standard Operating Procedures (SOPs) for static designers, copywriters, video editors, and QA gatekeepers. Whenever a universal rule, compliance boundary, or edge case surfaced during QA, I codified it directly into the corresponding SOP and briefed the team. New contractor onboarding became turnkey: instead of relying on informal Slack threads, new hires received complete, up-to-date operating runbooks on day one, dramatically elevating copywriting discipline and creative execution.
- **Modular Landing Page Frameworks:** Designed standardized Landing Page Frameworks (codified in Notion: `LP Framework (Long)` for TOF/MOF education-heavy funnels and `LP Framework (Short)` for high-intent BOF funnels). These frameworks established modular section hierarchies, clinical trust sequences, objection-handling blocks, and CTA placements—elevating all net-new landing pages to a consistent conversion and compliance baseline before development.

03 // APPLIED AI: FOUR PRODUCTION CLAUDE SKILLS

The Production Claude Skills Architecture & Ecosystem Automation

Rather than buying bloated SaaS tools, I built and deployed four dedicated Claude skills that removed friction from daily creative operations—automating live pricing lookups, Asana project provisioning, Drive asset filing, and seamless marketing-to-engineering handoffs.

APPLIED AI TOOLCHAIN & CUSTOM CLAUDE SKILLS

Four Production Claude Skills Orchestrating Creative Operations

Real, unvarnished skill definitions deployed inside Claude to eliminate manual folder creation, cross-tool context switching, pricing drift, and marketing-to-engineering handoff friction.

Confidentiality & Compliance Anonymization Notice

The skill definitions below are authentic, full-length production architecture files deployed inside Claude. To protect employer intellectual property and comply with strict confidentiality and NDA covenants, all brand names, partner agency names, live internal Google Drive folder IDs, spreadsheet keys, team GIDs, and confidential API tokens have been sanitized into bracketed placeholders (e.g. `[SECURE_PRICING_MASTER_SHEET_ID]`). Each card displays the first 20 lines; scroll vertically to inspect the complete operational prompt rules, error recovery procedures, and edge-case handling verbatim.

01 pricing — Single-Source Pricing & Formulation Query Engine

Directly references the live Master Pricing Google Sheet (sanitized token `[SECURE_PRICING_MASTER_SHEET_ID]`). Enforces queries strictly against the "Overview" tab, respects per-product copy notes, distinguishes full-dose vs. microdose formulations, and ensures copywriters never cite outdated subscription prices.

</> pricing / SKILL.md 44 LINES • COMPLETE SPEC

```
---
name: pricing
description: Use this skill whenever a question involves pricing,
plan names, promos, savings, vial counts, billing cadence, or auto-
renewal terms for any product (Semaglutide, Tirzepatide, NAD+, or
any future product added to the sheet). Trigger on mentions of plan
pricing, subscription cost, promo price, monthly cost, 3-month plan,
auto-renewal price, or similar - even if the product name isn't
explicit. Always fetch live data rather than relying on memory,
since prices and promos change.
---

# Plans Overview Pricing

## Source of truth
```

02 pm-asana — Project Management & Automatic Drive Provisioning

Governs Asana project and task creation for the marketing team. Enforces the single-task `Task` model across status pipelines. Every deliverable created automatically provisions an identically-named Google Drive folder and brief doc (`Template_Creative_Brief_v2.gdoc`) and injects bidirectional links into Asana custom fields.

</> pm-asana / SKILL.md 468 LINES • FULL PRODUCTION SPECIFICATION

```
---
name: "pm-asana"
description: "Project Management for Asana — the Marketing Marketing
team. Use when the user wants to: create a new Asana project
(campaign or evergreen) for Marketing; create one or more tasks in
an existing project; set up a full campaign in one go; parse a
brain-dump or task list into Asana tasks; promote an item out of the
Ideas project into real work; or backfill/create the Google Drive
folder and Brief doc for a new or existing Asana task. Every task
created by this skill automatically gets a matching Google Drive
folder + Brief doc (named identically to the task) created and
linked in. Triggers on mentions of Asana projects/tasks, campaigns,
flights, briefs, copy, design, video/UGC, filing marketing work, or
setting up a task's Drive folder/doc. Always preview the full plan
and wait for explicit confirmation before any write."
```

03

google-drive-filer-creatives — Asana-to-Drive 1:1 Mirror Taxonomy

Organizes the shared marketing Drive to mirror Asana 1:1 (`Asana project → Asana task → identically named Drive folder`). Enables contractors to instantly find assets, routes new uploads to `_Asset Library` or task folders, and handles cross-folder gathering.

google-drive-filer-creatives / SKILL.md

112 LINES • FULL PRODUCTION TAXONOMY

```
---
name: google-drive-filer-creatives
description: >-
  THE default for any question about where a Marketing marketing
file or folder lives in the shared
  Google Drive, where to put a new one, or requests to gather every
file of a type from a time
  window across the Drive (e.g. "all static ads from the past 2
weeks," "every UGC video from last
  quarter"). Trigger on casual asks like "where is the brand kit?",
"where do logos/fonts live?",
  "which folder has the Pinterest ads?", "where is the pricing
sheet?" — and on cross-folder
  gathering requests even without a named project. The Drive mirrors
Asana 1:1 (project = top
```

04

linear-dev-handoff — Marketing-to-Engineering Handoff Engine

Turns finished Asana marketing tasks into complete, self-contained Linear engineering tickets. Automatically extracts the Figma design link (Design), linked Brief and Copy docs from Drive, CTA forward destinations, and quiz calculation logic so developers never need to ask back.

</> linear-dev-handoff / SKILL.md 245 LINES • FULL PRODUCTION WORKFLOW

```
---
name: linear-dev-handoff
description: "Create a Linear Engineering issue from a finished
Marketing Marketing Asana task that's ready to hand off to dev. Use
this skill whenever the user gives an Asana task link and says it's
done/ready for dev, ready for engineering, needs a dev ticket, or
wants to hand something off to engineering — even if they don't say
'Linear' by name. Also trigger on phrases like 'file this for eng',
'create the dev ticket for this', 'send this to engineering', or
pasting an Asana task URL alongside any request to start engineering
work. Pulls the Figma design link, campaign context, CTA
destinations, and any quiz/calculation logic out of the Asana task
(from its description or linked docs) so the Linear issue is self-
contained and engineering never has to come back and ask for more
information."
```

TOOLCHAIN ARCHITECTURE

Bidirectional Cross-Linking: Figma ↔ Asana ↔ Google Drive

Eliminated context switching and asset-hunting across the 15-person distributed team by enforcing a strict bidirectional linking contract:

Inside Figma:
Every section frame and artboard contains embedded links jumping directly to the corresponding Asana task and Drive asset folder.

Inside Asana:
Custom fields store one-click links to the exact Figma frame, the prepped brief doc, and the finalized Drive export folder.

Figma Asset Clusters:
Consolidated reusable UI clusters (headers, testimonials, trust seals) on a master page so designers stopped searching 20+ files.

Operational Duality: Autonomous Scaffolding vs. Physical Guardrails

In regulated operations, applied AI must have clear boundaries. We maximized automation for admin scaffolding while locking down critical legal decisions with 100% human oversight:

How Powered It Is (Autonomous Scaffolding)

- **Instant Project Provisioning:** Creating an Asana task via `pm-asana` automatically provisions Google Drive folders and brief docs in <2 seconds.

Where It Is Purposefully Limited (Physical Guardrails)

- **Zero Autonomous Ad Publishing:** No AI tool has publishing credentials or write access to Meta Ads, Google Ads, or production CMS.

- **Real-Time Pricing Synthesis:** `pricing` queries live figures from the Master Sheet to draft ad copy with zero manual searching.
- **Automated Dev Handoffs:** `linear-dev-handoff` extracts Figma URLs, briefs, and quiz logic into self-contained Linear issues.
- **Drive Search & Asset Routing:** `google-drive-filer-creatives` routes files to exact project folders based on the Asana mirror model.

- **100% Mandatory Human Sign-Off:** Karol personally reviews and approves every single customer-facing asset (70–100 assets/wk) before deployment.
- **Manual Spoken Dialogue Audit:** AI cannot evaluate tone, nuance, or spoken sarcasm in UGC; spoken audio and captions are verified by hand.
- **Confined Folder Permissions:** Contractors have access restricted to active project directories, preventing accidental brand asset overwrites.

04 // QUALITY CONTROL: SOLE GATEKEEPER & MIGRATION

The Sole Pre-Deployment Gatekeeper & 500-Task Migration

While Claude skills automated initial pre-screening and handoffs, I personally served as the sole quality gatekeeper reviewing 70–100 assets per week. Concurrently, I orchestrated a zero-downtime migration of 500 active tasks from Linear to Asana.

The Multi-Stage Pre-Deployment Inspection Pipeline

STAGE 01

Creator Draft

Distributed contractor completes initial creative draft using master pricing and brief guidelines.

STAGE 02

Claude Pre-Screen

Automated first-line filter scans copy for unapproved medical claims, missing disclaimers, or invalid pricing.

STAGE 03

Karol HITL Gate

Comprehensive manual review: spoken audio, video captions, disclaimer legibility, and pricing accuracy.

STAGE 04

6-Viewport Matrix

Systematic responsive testing across 3 desktop and 3 mobile viewports covering 40 actively managed landing pages daily.

STAGE 05

Deployment Sign-Off

Formal stamp of approval. Asset moved to approved production directory and staged for ad launch.

Quality Control Rejection Battlecard: What Got Sent Back

Clear, deterministic rejection criteria applied during personal QA runs to ensure zero compliance leaks reached live ad platforms:

CATEGORY	DEFECT / REJECTION TRIGGER	REMEDIATION ACTION REQUIRED	BASELINE FREQUENCY
HEALTHCARE REGULATORY	UGC creator states: "*I dropped 15 lbs in 3 weeks without dieting.*"	**Immediate Rejection.** Re-cut or re-shoot video. Strict rule: no specific poundage claims tied to unrealistic timeframes.	~12% OF DRAFTS
DISCLAIMER LEGIBILITY	Static banner renders compounding disclosure with low color contrast (<4.5:1 ratio).	**Design Revision.** Add high-contrast backdrop or adjust font color to satisfy accessibility and legal legibility standards.	~15% OF DRAFTS
PRICING DRIFT	Copy lists Semaglutide at *"$179 Month 1"* based on old promotional material.	**Copy Revision.** Run through `pricing`; correct price to $199 per live Master Pricing Sheet.	0% (POST-SKILL)

CATEGORY	DEFECT / REJECTION TRIGGER	REMEDIATION ACTION REQUIRED	BASELINE FREQUENCY
CAPTION / AUDIO DRIFT	Video subtitles state "*FDA-approved GLP-1*" while voiceover says "*Compounded GLP-1.*"	**Subtitle Correction.** Compounded drugs are not FDA-approved; subtitles must match exact legal compounding wording.	~8% OF VIDEOS
MOBILE CLIPPING	Checkout CTA button or dosage selector clips off-screen on iPhone SE (375px viewport).	**Front-End Fix.** Adjust CSS flexbox wrap and padding to ensure 100% responsive tap target visibility.	~10% OF PAGES

The Systematic 6-Viewport Responsive QA Matrix

Because over 75% of patient acquisition traffic originates on mobile devices, every landing page update was tested across 6 standardized viewports daily:

VIEWPORT 01

Desktop Large (1440px)

Wide-screen monitors. Verifies multi-column comparison grids, hero margins, and high-res imagery.

VIEWPORT 02

Desktop Medium (1280px)

Standard laptop baseline. Verifies navigation bars, sticky header triggers, and CTA button placement.

VIEWPORT 03

Desktop Small (1024px)

Small laptops / tablet landscape. Ensures graceful grid wrapping without horizontal scroll overflow.

VIEWPORT 04

Mobile Large (428px)

VIEWPORT 05

Mobile Medium (390px)

VIEWPORT 06

Mobile Small (375px)

Flagship smartphones (iPhone Pro Max, Android). Confirms sticky checkout footers and font scaling.

Core consumer mobile baseline (iPhone 14/15/16). Ensures tap targets exceed 44x44px and forms render smoothly.

Compact mobile stress-test (iPhone SE). Guarantees legal footnotes and medication disclaimers never clip.

OPERATIONS INFRASTRUCTURE

Zero-Downtime Migration: 500 Tasks from Linear to Asana

When leadership mandated migrating the marketing operations from Linear to Asana to support visual Kanban boards and custom client approvals, dropping deliverables or delaying active ad launches was not an option:

- **5-Week Foundation Runway Before Migration:** Recognized that executing a migration inside a disorganized environment guarantees compounding failure. Dedicated five deliberate weeks to foundational clean-up: completely restructuring the marketing Google Drive, establishing the Master Pricing Sheet, building custom Claude skills, and codifying team SOPs before touching live work.
- **Zero-Downtime Dual-Live Execution:** Both Linear and Asana remained 100% live and operational throughout the cutover. Assisted by Claude, I migrated 500 active tasks into Asana with complete metadata, dependencies, and Drive brief links.
- **Visual Redirects & Bidirectional Pointers:** To prevent contractors from mistakenly continuing work in deprecated tickets, every migrated Linear issue was branded with prominent visual indicators (e.g. 🔄 / ➡️ `MIGRATED TO ASANA`) containing direct hyperlinks jumping to the active Asana counterpart.
- **Contractor Enablement & Shadowing:** Authored step-by-step SOPs for the 15 distributed contractors. Shadowed the incoming Project Manager through daily operations, had him shadow my review cycles, and verified operational independence before final handoff.
- **The Result:** Transferred all **500 active tasks with zero dropped deliverables**, zero missed ad launch deadlines, and complete team adoption on day one.

05 // ARCHITECTURE: 3-COLUMN DIAGNOSTIC MATRIX

Evaluated Alternatives & Hard Engineering Trade-Offs

Engineering high-velocity operations is about making intentional compromises. Below is the diagnostic matrix evaluating the technical and architectural decisions made across the telehealth marketing pipeline.

DECISION 01 DATA CONTRACT

Master Google Sheet + Pricing Skill vs. Enterprise PIM Software

Why Chosen: Deployed in 2 hours with zero software licensing costs. Allowed instant natural-language querying via Claude without forcing contractors to learn enterprise software.

Trade-Off Accepted: Required strict cell-locking, version protection, and read-only access for contractors to prevent accidental schema corruption, routing all structural catalog updates through Ops.

DECISION 02 REGULATORY QA

100% Human Sign-Off vs. Autonomous AI Publishing

Why Chosen: In telehealth, an FDA warning letter destroys patient trust and shuts down payment gateways. AI cannot reliably detect subtle spoken sarcasm or evaluate medical tone.

Trade-Off Accepted: Karol remained a personal QA review bottleneck (70–100 assets/week), requiring structured daily time blocks to prevent launch delays.

DECISION 03 TOOLCHAIN

Bidirectional Cross-Linking vs. Disconnected Slack Pings

Why Chosen: Embedded hyperlinks across Figma, Asana, and Drive eliminated 20 minutes of asset-hunting per review and stopped creative briefs from getting lost in Slack threads.

Trade-Off Accepted: Karol personally executed task creation and Drive provisioning via pm-asana for every deliverable rather than delegating unvetted task creation to contractors, guaranteeing 100% linking schema adherence.

DECISION 04 WEB ARCHITECTURE

Centralized Components vs. Hardcoded Web Page Edits

Why Chosen: Centralized recurring data components across 40 actively managed landing pages (audited from 100 live pages) so pricing, customer milestone counters ("Over 25,000 patients served"), review tallies, and legal disclaimers updated once in master code and propagated across all live landers simultaneously.

Trade-Off Accepted: Demanded an intensive upfront engineering collaboration to refactor legacy code across 40 pages and decommission 60 stale pages before operational savings materialized.

DECISION 05 LEGAL STRATEGY

Overhauled Claude Filter vs. Constant External Legal Pings

Why Chosen: Overhauling the stale regulatory skill enabled copywriters to catch 95% of basic compliance errors in seconds, saving expensive legal hours for novel campaign angles.

Trade-Off Accepted: Required ongoing system prompt maintenance whenever FDA compounding policy or state telehealth regulations shifted.

DECISION 06 MIGRATION

Marketing Asana + linear-dev-handoff vs. Monolithic Linear

Why Chosen: Asana provided visual Kanban approval stages and contractor guest permissions, while `linear-dev-handoff` kept engineering cleanly in Linear.

Trade-Off Accepted: Required an upfront 5-week operational runway cleaning Drive taxonomy and standardizing pricing before migrating 500 active tasks, ensuring a pristine target environment rather than rushing a cutover.

06 // RETROSPECTIVE: CANDID OPERATOR HINDSIGHT

Senior Operator Lessons: Data Architecture Precedes Automation

Reflections from the operations front lines on scaling creative throughput, deploying applied AI, and building resilient systems in heavily regulated environments.

LESSON 01

Clean Data Architecture Must Precede AI Automation

The most common mistake in marketing ops is trying to automate a mess. If I had built Claude skills on top of the chaotic Google Drive and conflicting spreadsheets, the AI would have accelerated the chaos—hallucinating wrong prices and pointing creators to outdated asset folders. Cleaning the Drive taxonomy, setting up the Master Pricing Sheet, and centralizing web components was the unglamorous groundwork that made the AI skills work deterministically.

LESSON 02

Make Compliance the Path of Least Resistance

Distributed freelance contractors work across multiple client accounts. If you hand them a 40-page PDF of compliance rules, they won't read it. By embedding the rules into an updated Claude skill, cross-linking Figma frames directly to Drive assets, and auto-provisioning folders in Asana via `pm-asana`, compliance became invisible. When doing things the right way is faster and easier than taking shortcuts, error rates drop to zero naturally.

LESSON 03

AI Accelerates Velocity; Humans Own Accountability

In regulated industries like telehealth, full AI autonomy is a disaster waiting to happen. The true leverage of applied AI is not replacing human judgment—it is stripping away the 15 hours of repetitive administrative sludge surrounding human judgment. By letting Claude handle folder provisioning, brief formatting, pricing retrieval, and dev ticket compilation, I could dedicate my full cognitive focus to what really mattered: listening to spoken UGC dialogue, auditing captions, and ensuring zero legal violations slipped into the wild across 70–100 assets a week.

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